

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE 1981

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	AN 25- 30 Min.	AN 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AN 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.8	14.2	15.1	12.2		12.7	15.4	13.5	12.0	14.1	13.4	13.1	13.4
NO. OF PROGRAMS†	10	9	26	3	1FR	10	23	33	29	40	69	12	81

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.5	9.8	5.6	6.9	5.0	6.3	5.6	6.9	6.4	4.6	6.0	5.7	5.8
NO. OF PROGRAMS†	5	3	12	13	8	5	14	12	26	36	7	9	16

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 21, 1981

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	M*A*S*H	20.2	15,720	10	HART TO HART	18.0	14,000
2	FACTS OF LIFE	19.4	15,090	11	TOO CLOSE FOR COMFORT	17.7	13,770
2	JEFFERSONS	19.4	15,090	11	20/20	17.7	13,770
4	HOUSE CALLS	19.0	14,780	13	ALICE	17.5	13,620
5	60 MINUTES	18.7	14,550	14	DUKES OF HAZZARD	17.2	13,380
6	WBC HEAVYWT CHAMPIONSHIP(S)	18.6	14,470	15	TRAPPER JOHN, M.D.#	16.9	13,150
7	QUINCY, M.E.	18.5	14,390	16	CBS REPORTS-MON.(S)	16.8	13,070
8	DIFF'RENT STROKES	18.1	14,080	17	DALLAS	16.7	12,990
8	THREE'S COMPANY	18.1	14,080				

2 WED.	9.00P	120 ABC FF				B	12.3	23	957	1 SUN.	10.00P	60 CBS DN									
ABC SUNDAY NIGHT MOVIE		33	194	199	98	99	A	14.9	28	1159											
1 SUN.	9.00P	112 ABC FF				B	18.8	30	1463	CBS SAT. NEWS-SCHIEFFER		37	151	148	85	85	A	8.2	22	638	
2 SUN.	9.00P	165								SAT.	6.30P	30 CBS N					B	10.2	21	794	
ABC WORLD NEWS TONIGHT		178	200	202	99	99	A	9.6	22	747	CBS SAT. NIGHT MOVIE		6	191	194	98	98	A	12.2	26	949
M-F	6.30P	30 ABC N				B	12.1	22	941	1 SAT.	8.30P	150 CBS FF					B	11.7	23	910	
ABC WRLD NEWS TONIGHT-SUN		32	160		84		A	7.8	19	607	2 SAT.	9.00P	120								
1 SUN.	6.30P	30 ABC N				B	8.8	17	685	CBS TUESDAY NIGHT MOVIES		21	182		96		A	16.4	28	1276	
ABC WRLD NEWS-SUN(B)				82		43	A	2.3	6	179	1 TUE.	9.00P	120 CBS FF				B	17.6	28	1369	
2 SUN.	6.39P	21 ABC N					A	17.5	32	1362	CBS WEDNESDAY NIGHT MOVIE		25	187	187	96	97	A	12.7	24	988
ALICE		25	197	196	99	99	B	21.8	32	1696	1 WED.	9.00P	120 CBS FF				B	17.0	28	1323	
SUN.	9.00P	30 CBS CS									2 WED.	8.00P	120								
AMERICAN DREAM		3	198		98		A	10.4	18	809	CHARLIE'S ANGELS		3	197	191	98	96	A	11.2	24	871
1 WED.	9.00P	60 ABC GD				B	11.0	19	856	WED.	8.00P	60 ABC PD						B	11.4	24	887
AMERICAN JR. MISS PAGEANT(S)					99		A	11.0	24	856	CHIPS		24	213	213	99	99	A	15.2	30	1183
2 THU.	8.00P	60 CBS AC									SUN.	8.00P	60 NBC OP					B	18.7	29	1455
ARCHIE BUNKER'S PLACE		24	198		99		A	15.2	31	1183	CRONKITE'S UNIVERSE(B)				193		99	A	16.3	34	1268
1 SUN.	8.00P	30 CBS CS				B	19.8	31	1540	2 SUN.	8.00P	30 CBS DO									
BARBARA MANDRELL		26	202	208	98	99	A	12.0	27	934	DALLAS		29	205	204	99	99	A	16.7	33	1299
SAT.	8.00P	60 NBC GV				B	15.6	28	1214	FRI.	10.00P	60 CBS GD						B	29.6	51	2303
BARNEY MILLER		29	199	197	98	98	A	15.4	29	1198	DIFF'RENT STROKES		29	205	208	98	99	A	18.1	35	1408
THU.	9.00P	30 ABC CS				B	17.9	29	1393	WED.	9.00P	30 NBC CS						B	20.2	32	1572
BENSON		29	195	201	96	98	A	11.1	25	864	DISNEY'S WONDERFUL WORLD		28	211	212	98	99	A	11.3	25	879
FRI.	8.00P	30 ABC CS				B	15.2	27	1183	SUN.	7.00P	60 NBC FV						B	14.2	24	1105
										DUKES OF HAZZARD		28	202	203	99	99	A	17.2	34	1338	
										FRI.	9.00P	60 CBS CS						B	24.6	41	1914

HOUSE CALLS				29	183	202	93	99	A	19.0	33	1478	NBC NEWS UPDATE-2-M-F	35	167	181	88	89	A	10.8	19	840
MON.	9.30P	30	CBS	CS					B	21.5	32	1673	1 MON.	9.57P	1				B	12.8	21	996
I'M A BIG GIRL NOW				27	194	195	97	95	A	12.3	27	957	1 WED.	9.58P	1							
FRI.	8.30P	30	ABC	CS					B	14.9	25	1159	1 FRI.	9.41P	1							
INCREDIBLE HULK				24	196	197	98	99	A	10.9	24	848	2 TUE.	9.58P	1							
FRI.	8.00P	60	CBS	SF					B	15.9	28	1237	2 THU.	9.51P	1							
JEFFERSONS				25	196	195	99	99	A	19.4	34	1509	NBC NEWS UPDATE-2-SAT.			169		86	A	7.4	16	576
SUN.	9.30P	30	CBS	CS					B	22.5	34	1751	2 SAT.	9.58P	1				B	9.6	17	747
KNOTS LANDING				3	189	199	98	99	A	12.6	23	980	NBC NEWS UPDATE-2-SUN.	6	181		92		A	12.5	22	973
1 THU.	10.00P	60	CBS	GD					B	12.0	21	934	1 SUN.	9.56P	1				B	14.1	22	1097
2 THU.	9.00P	60											NBC NIGHTLY NEWS-SAT.	32	158	162	85	86	A	7.8	21	607
LAVERNE & SHIRLEY				28	202	207	98	99	A	15.8	31	1229	SAT.	6.30P	30				B	9.0	18	700
TUE.	8.30P	30	ABC	CS					B	19.6	30	1525							A	6.6	17	513
LIKE MAGIC(S)					193		98		A	10.3	24	801	NBC NIGHTLY NEWS-SUN.	27	161	162	84	84	B	7.8	15	607
1 SAT.	8.00P	30	CBS	GV									SUN.	6.30P	30				A	9.4	22	731
LITTLE HOUSE-PRAIRIE				33	216	218	99	99	A	13.2	26	1027	NBC NIGHTLY NEWS	177	208	208	99	99	B	12.5	23	973
MON.	8.00P	60	NBC	GD					B	20.8	31	1618	M-F	6.30P	30							
LOBO				19	194	190	97	96	A	10.5	21	817	NBC THURSDAY NIGHT MOVIES	28	184	191	92	95	A	11.7	21	910
TUE.	8.00P	60	NBC	A					B	16.1	26	1253	THU.	9.00P	120				B	16.0	26	1245
LOU GRANT				28	177		92		A	16.3	29	1268	NERO WOLFE	3	189		92		A	10.1	18	786
1 MON.	10.00P	60	CBS	GD					B	18.8	31	1463	1 TUE.	10.00P	60				B	10.9	18	848
LOVE BOAT				33	200	201	97	98	A	16.6	35	1291	NEWSBREAK-M-F	155	169	174	90	92	A	10.6	21	825
SAT.	9.00P	60	ABC	CS					B	22.8	39	1774	1 MTU THF	8.58P	1				B	15.4	24	1198
LOVEY:CIRCLE-CHILDREN P2(S)					191		98						1 WED.	8.57P	2							
2 TUE.	8.00P	120	CBS	GD					A	11.5	22	895	2 MTHF	8.58P	1							
													2 TUE.	8.59P	1							
													2 WED.	9.03P	1							

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
EVENING CONT'D														WHITE SHADOW						2	187		97	A	8.5	18	661				
NEWSBREAK-SAT.							180	176	93	94	A	10.6	23	825	1 WED.						8.00P	60	CBS	GD	B	8.3	17	646			
1 SAT.										B	12.4	21	965	WKRP IN CINCINNATI										A	13.4	28	1043				
2 SAT.														MON.						8.00P	30	CBS	CS	B	12.7	25	988				
NEWSBREAK-SUN.							178	178	94	94	A	14.0	27	1089	LATE FRINGE																
SUN.										B	19.5	29	1517	ABC NEWS:NIGHTLINE-MON										1	192		98	A	4.4	18	342
ONE DAY AT A TIME							199	199	99	99	A	14.7	28	1144	1 MON.						12.24A	30	ABC	N	B	4.4	18	342			
SUN.										B	20.6	31	1603	ABC NEWS:NIGHTLINE-T-F						96	192	192	97	98	A	6.5	19	506			
OPRYLAND NIGHT OF STARS(S)								203		99	A	13.6	24	1058	1 TU-F						11.30P	30	ABC	N	B	7.5	23	584			
2 TUE.														2 M-W						11.30P	30										
PALMERSTOWN							175		97		A	10.5	21	817	2 THU.						11.45P	15									
1 TUE.										B	12.4	20	965	ABC NEWS:NIGHTLINE-THU(B)								193		98	A	5.3	18	412			
QUINCY, M.E.							206	207	98	99	A	18.5	34	1439	2 THU.						12.00M	15	ABC	N							
WED.										B	17.7	30	1377	ABC NEWS:NIGHTLINE-FRI(B)								192		95	A	3.5	12	272			
REAL PEOPLE							210	211	99	99	A	14.5	31	1128	2 FRI.						12.00M	30	ABC	N							
WED.										B	20.4	33	1587	ABC WEEKEND REPORT-SAT.						35	171	171	92	91	A	6.1	14	475			
ROOTS: NEXT GENERATIONS							198	198	99	99	A	7.7	16	599	SAT.						11.00P	15	ABC	N	B	7.7	16	599			
SUN.										B	7.8	16	607	ABC WEEKEND REPORT-SUN.						36	172	171	93	93	A	4.8	12	373			
SANFORD							191	196	96	99	A	9.4	21	731	1 SUN.						11.00P	15	ABC	N	B	5.3	13	412			
FRI.										B	9.2	20	716	2 SUN.						11.45P	15										

60 MINUTES					38	202	202	99	99	A	18.7	41	1455	CBS SUNDAY NEWS-BRADLEY					38
SUN.		7.00P	60	CBS DN						B	25.5	42	1984	SUN.		11.00P	15	CBS N	
TAXI					19	198	198	99	98	A	16.5	29	1284	CHARLIE'S ANGELS-12.00					22
THU.		9.30P	30	ABC CS						B	16.9	27	1315	1 THU.		12.00M	69	ABC PD	
THREE'S COMPANY					29	203	204	99	99	A	18.1	33	1408	2 THU.		12.15A	68		
TUE.		9.00P	30	ABC CS						B	21.5	33	1673	FANTASY ISLAND-12.00					21
TIM CONWAY SHOW					3	184	187	99	98	A	14.1	27	1097	1 MON.		12.54A	68	ABC A	
MON.		8.30P	30	CBS CV						B	14.5	27	1128	2 MON.		12.00M	68		
TONY RANDALL ROYAL-CIRCUS(S)							188		95	A	9.8	20	762	FRIDAYS					8
2 FRI.		9.00P	60	NBC GV										1 FRI.		12.00M	71	ABC GV	
TOO CLOSE FOR COMFORT					26	201	204	98	99	A	17.7	30	1377	LATE MOVIE I					162
TUE.		9.30P	30	ABC CS						B	20.2	31	1572	1 MON.		11.30P	66	CBS FF	
TRAPPER JOHN, M.D.					22		191		99	A	16.9	31	1315	1 TUE.		11.30P	72		
2 SUN.		10.00P	60	CBS GD						B	20.0	33	1556	1 WED.		11.30P	76		
20/20					33	200	197	99	99	A	17.7	32	1377	1 THU.		11.30P	68		
THU.		10.00P	60	ABC DN						B	17.2	29	1338	FRI.		11.30P	73		
VEGA\$					23	191		97		A	13.4	24	1043	2 MATH		11.30P	72		
1 WED.		10.00P	60	ABC PD						B	15.3	26	1190	2 TUE.		11.30P	77		
WALKING TALL					5	194		84		A	9.7	20	755	LATE MOVIE II					155
1 SAT.		10.00P	60	NBC OP						B	11.2	22	871	1 MON.		12.41A	41	CBS FF	
WALTONS					6	187		97		A	10.6	22	825	1 TUE.		12.42A	44		
1 THU.		8.00P	60	CBS GD						B	12.8	24	996	1 WED.		12.46A	37		
WBC HEAVYWGHT CHAMPIONSHIP(S)										A	18.6	35	1447	1 THU.		12.38A	40		
1 FRI.		9.00P	90	ABC SE				98						FRI.		12.43A	43		
														2 MON.		12.42A	40		
														2 TUE.		12.47A	43		
														CONT'D					

[illegible]

THREE'S COMPANY DAYTIME 2 M-F 11.00A 60 ABC CS	5	177	93	A	7.3	32	568	BATMAN & SUPER 7 II SAT. 10.00A 30 NBC CA	5	205	205	98	98	A	4.1	19	319		
				B	7.3	32	568						B	4.3	20	335			
TODAY SHOW-7.30AM M-F 7.30A 30 NBC N	180	215	215	99	99	A	4.1	27	319	BUGS BUNNY/ROAD RUNNER 1 SAT. 8.30A 30 CBS CA	15	201	201	99	99	A	3.8	27	296
				B	4.9	27	381						B	5.2	29	405			
TODAY SHOW-8.30AM M-F 8.30A 30 NBC N	179	212	212	99	99	A	4.7	24	366	BUGS BUNNY/ROAD RUNNER 2 SAT. 9.00A 30 CBS CA	15	201	201	99	99	A	5.2	31	405
				B	5.8	28	451						B	7.0	34	545			
WEDDING DAY(S) 1 M-F 11.30A 30 NBC PV	177	200	97	A	4.5	20	350	BUGS BUNNY/ROAD RUNNER 3 SAT. 9.30A 30 CBS CA	15	201	201	99	99	A	6.6	33	513		
				B	7.7	34	599						B	7.7	34	599			
WHEEL OF FORTUNE M-F 11.00A 30 NBC QG	190	190	94	94	A	5.1	23	397	CBS SPORTS SATURDAY 1 SAT. 5.00P 60 CBS SA	8	164	159	90	90	A	6.6	22	513	
				B	4.8	23	373						B	4.9	16	381			
YOUNG AND THE RESTLESS M-F 12.30P 60 CBS DD	10	195	193	99	98	A	7.4	28	576	2 SAT. 4.30P 90	7	174	172	91	92	A	4.5	15	350
				B	7.4	28	576	CBS SPORTS SUNDAY 1 SUN. 2.00P 120 CBS SA	7	174	172	91	92	A	5.8	20	451		
				B	7.4	28	576	2 SUN. 4.30P 90	7	174	172	91	92	B	5.8	20	451		
•WEEKEND DAYTIME ABC WEEKEND SPECIALS SAT. 12.00N 30 ABC FV	29	186	185	96	93	A	5.2	22	405	CONFRONT-BISBL STRIKES OUT(S) 1 SAT. 2.45P 135 NBC SE	38	195	198	96	97	A	4.9	22	381
				B	5.7	22	443						B	5.5	22	428			
ABC WIDE WORLD-SPORTS SAT 1 SAT. 5.00P 90 ABC SA	26	206	99	A	7.1	23	552	DAFFY DUCK SHOW SAT. 10.30A 30 NBC CA	38	195	198	96	97	A	4.9	22	381		
				B	10.1	25	786						B	5.5	22	428			
ALL NEW POPEYE HOUR 1 2 SAT. 10.00A 30 CBS CA	1	196	98	A	6.2	28	482	DEAR ALEX & ANNIE-11.55AM SAT. 11.55A 4 ABC CN	34	188	188	96	96	A	4.7	22	366		
				B	6.2	28	482						B	5.4	22	420			
ALL NEW POPEYE HOUR 2 2 SAT. 10.30A 30 CBS CA	1	195	97	A	6.7	29	521	DEAR ALEX & ANNIE-11.26AM SUN. 11.26A 3 ABC CN	38	127	119	82	81	A	2.8	14	218		
				B	6.7	29	521						B	3.4	14	265			
ALL NEW POPEYE HOUR 1 1 SAT. 11.00A 30 CBS CA	14	184	96	A	5.1	22	397	DRAK PACK SAT. 12.30P 30 CBS CA	15	170	170	92	92	A	5.5	23	428		
				B	5.7	25	443						B	5.5	23	428			
								FACE THE NATION SUN. 11.30A 30 CBS CC	38	181	174	98	98	A	3.5	17	272		
													B	3.8	15	296			

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1981 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																															
FLINTSTONES						5	145	149	73	74	A	3.8	16	296	JETSONS						5	189	192	95	96	A	5.4	24	420		
SAT. 12.30P 30 NBC CA										B	3.2	14	249	SAT. 11.00A 30 NBC CA										B	5.1	23	397				
FLINTSTONE'S COMEDY SHW 1						5	191	191	96	96	A	1.8	19	140	JONNY QUEST						36	145	145	74	74	A	3.8	16	296		
SAT. 8.00A 30 NBC CA										B	1.8	17	140	SAT. 12.00N 30 NBC CA										B	4.5	17	350				
FLINTSTONE'S COMEDY SHW 2						5	191	191	96	96	A	2.8	22	218	KIDS ARE PEOPLE TOO I						38	127	119	82	81	A	2.1	10	163		
SAT. 8.30A 30 NBC CA										B	2.8	20	218	1 SUN. 10.30A 35 ABC CL										B	3.0	13	233				
FONZ/HAPPY DAYS GANG						31	193	192	99	99	A	5.4	32	420	2 SUN. 10.30A 30																
SAT. 9.00A 30 ABC CA										B	6.5	31	506	KIDS ARE PEOPLE TOO II						37	127	119	82	81	A	2.8	14	218			
GODZILLA						5	200	200	99	99	A	2.8	18	218	1 SUN. 11.05A 25 ABC CL										B	3.4	14	265			
SAT. 9.00A 30 NBC CA										B	3.5	21	272	2 SUN. 11.00A 30																	
GREATEST SUPERFRIENDS-1						32	176	175	92	92	A	2.6	27	202	LADIES PGA CHAMP-SAT(S)							186		94	A	3.1	11	241			
SAT. 8.00A 30 ABC CA										B	3.6	26	280	1 SAT. 5.00P 60 NBC SE																	
GREATEST SUPERFRIENDS-2						32	176	175	92	92	A	3.9	30	303	LADIES PGA CHAMP-SUN(S)						204		98	A	4.7	16	366				
SAT. 8.30A 30 ABC CA										B	5.1	28	397	1 SUN. 2.30P 123 NBC SE																	
HEATHCLIFF & DINGBAT						36	196	196	99	99	A	5.4	25	420	MEET THE PRESS						38	194	196	98	98	A	3.6	16	280		
SAT. 11.00A 30 ABC CA										B	6.5	27	506	SUN. 12.30P 30 NBC CC											B	4.2	16	327			
HONG KONG PHOOEY						5	190	191	95	95	A	5.1	22	397	NBC SPORTS-SUMMER SEASON						1		207	93	A	4.0	15	311			
SAT. 11.30A 30 NBC CA										B	4.7	21	366	2 SAT. 2.30P 150 NBC SA											B	4.0	15	311			
IN THE NEWS- 8.26AM						15	191	192	97	98	A	2.9	26	226	NBC STRIKE UPDATE(S)						216		99	A	3.1	13	241				
															1 SAT. 2.00P 45 NBC SC																

SAT.	8.26A	3	CBS	CN						B	3.8	25	296	NEW FAT ALBERT SHOW	15	184	184	98	98	A	5.6	24	436
IN THE NEWS-	8.56AM				15	201	201	99	99	A	4.1	27	319	SAT.	12.00N	30	CBS	CA	B	5.7	24	443	
SAT.	8.56A	3	CBS	CN						B	5.7	31	443	PLASTICMAN/BABY PLAS SHOW	36	188	188	96	96	A	5.1	24	397
IN THE NEWS-	9.26AM				15	201	201	99	99	A	5.8	32	451	SAT.	11.30A	30	ABC	CA	B	5.9	25	459	
SAT.	9.26A	3	CBS	CN						B	7.6	36	591	PRO BOWLERS-SPRING ED.	4	190		95	A	6.1	23	475	
IN THE NEWS-	10.26AM				15	192	196	98	98	A	6.2	28	482	1 SAT.	3.30P	90	ABC	SE	B	4.8	17	373	
SAT.	10.26A	3	CBS	CN						B	6.3	27	490	RICHIE RICH	31	195	194	99	99	A	6.3	31	490
IN THE NEWS-	11.56AM				15	184	191	96	97	A	6.3	27	490	SAT.	9.30A	30	ABC	CA	B	7.4	31	576	
SAT.	11.56A	3	CBS	CN						B	5.7	24	443	SCHOOLHOUSE ROCK-8.26AM	32	176	175	92	92	A	3.2	31	249
IN THE NEWS-	12.26PM				15	184	184	98	98	A	5.6	24	436	SAT.	8.26A	3	ABC	CN	B	4.3	28	335	
SAT.	12.26P	3	CBS	CN						B	5.4	22	420	SCHOOLHOUSE ROCK-10.26AM	36	192	194	99	99	A	6.7	30	521
IN THE NEWS-	12.56PM				15	170	170	92	92	A	5.2	22	405	SAT.	10.26A	3	ABC	CN	B	7.6	30	591	
SAT.	12.56P	3	CBS	CN						B	5.3	22	412	SCHOOLHOUSE ROCK-10.56AM	31	189	195	96	99	A	5.8	25	451
IN THE NEWS-	1.26PM				15	170	167	92	92	A	5.7	23	443	SAT.	10.56A	3	ABC	CN	B	7.1	28	552	
SAT.	1.26P	3	CBS	CN						B	4.9	19	381	SCHOOLHOUSE ROCK-11.55AM	33	137	128	85	83	A	1.9	9	148
IN THE NEWS-8.26AM-SUN.					7	47		31		A	.6	7	47	SUN.	11.55A	4	ABC	CN	B	2.8	11	218	
1 SUN.	8.26A	3	CBS	CN						B	.8	8	62	SCOOBY & SCRAPPY DOO	31	192	194	99	99	A	7.1	32	552
IN THE NEWS-	10.56AM				15	192	195	98	98	A	5.8	25	451	SAT.	10.00A	30	ABC	CA	B	8.3	33	646	
SAT.	10.56A	3	CBS	CN						B	5.7	24	443	SPORTSWORLD	22	194	196	98	98	A	7.7	24	599
IN THE NEWS-	11.26AM				15	184	190	96	97	A	5.6	24	436	1 SUN.	4.33P	87	NBC	SE	B	6.5	17	506	
SAT.	11.26A	3	CBS	CN						B	5.7	24	443	2 SUN.	4.00P	120							
ISSUES AND ANSWERS					34	194	184	99	97	A	3.4	15	265	SUNDAY MORNING	38	139	140	86	86	A	3.6	22	280
SUN.	12.00N	30	ABC	CC						B	3.8	14	296	SUN.	9.00A	90	CBS	N	B	4.4	22	342	
JASON OF STAR COMMAND					15	170	167	92	92	A	5.7	23	443	TARZAN/LONE RANGER-1	1		190		97	A	6.3	27	490
SAT.	1.00P	30	CBS	CL						B	5.2	21	405	2 SAT.	11.00A	30	CBS	CA	B	6.3	27	490	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1981 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WEEKEND DAYTIME CONT'D																			
TARZAN/LONE RANGER-2																			
2 SAT. 11.30A 30 CBS CA																			
TARZAN/LONE RANGER-1																			
1 SAT. 10.00A 30 CBS CA																			
TARZAN/LONE RANGER-2																			
1 SAT. 10.30A 30 CBS CA																			
30 MINUTES																			
SAT. 1.30P 30 CBS DN																			
THUNDARR-THE BARBARIAN																			
SAT. 10.30A 30 ABC CA																			
TIME OUT-8:28AM																			
SAT. 8.28A 2 NBC CN																			
TIME OUT-9:28AM																			
SAT. 9.28A 2 NBC CN																			
TIME OUT-10:28AM																			
SAT. 10.28A 2 NBC CN																			
TIME OUT-11:28AM																			
SAT. 11.28A 2 NBC CN																			
TIME OUT-12:28PM																			

SAT. 12.28P 2 NBC CN																			
TOM AND JERRY	15	191	192	97	98					B	4.1	16	319						
SAT. 8.00A 30 CBS CA										A	2.5	24	195						
										B	3.4	25	265						
TOMORROW'S CHAMPIONS(S)						130		73		A	4.1	14	319						
2 SUN. 3.00P 60 NBC SE																			
U.S. OPEN GOLF-SAT.(S)						210		99		A	6.1	21	475						
2 SAT. 2.30P 240 ABC SE																			
U.S. OPEN GOLF-SUN.(S)						210		99		A	8.9	28	692						
2 SUN. 2.30P 249 ABC SE																			
WESTCHESTER CLASSIC-SAT.(S)		159			91					A	3.7	14	288						
1 SAT. 4.00P 60 CBS SE																			
WESTCHESTER CLASSIC-SUN.(S)		190			99					A	4.9	15	381						
1 SUN. 4.00P 120 CBS SE																			

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,510 14.8		19,530 25.1									
	ABC TV						ABC COMEDY SPECIAL (OP)							ABC MONDAY NIGHT BASEBALL NEW YORK YANKEES VS KANSAS CITY HOUSTON VS PHILADELPHIA (8:30-11:29PM)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					9,180 11.8		8,640 11.1	10.3*		10.6*		11.2*		11.8*		12.1*
	SHARE OF AUDIENCE %	%					23		20	20 *		19 *		19 *		20 *		21 *
	AVG. AUD. BY ¼ HR.	%					11.6	11.9	10.4	10.1	10.5	10.8	11.1	11.4	12.0	11.6	11.9	12.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,680 16.3		14,470 18.6		17,510 22.5		15,560 20.0		16,730 21.5			
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,500 13.5		12,210 15.7		15,400 19.8		13,930 17.9		12,680 16.3	16.5*		16.1*
	SHARE OF AUDIENCE %	%					27		29		34		30		29	29 *		29 *
	AVG. AUD. BY ¼ HR.	%					13.1	14.0	14.9	16.5	19.4	20.2	17.8	18.0	16.8	16.3	16.5	15.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,720 20.2				14,700 18.9							
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)							NBC MONDAY NIGHT MOVIES FLAMINGO ROAD(R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,970 14.1	12.5*		15.7*	8,560 11.0	10.1*		11.2*		11.7*		11.1*
	SHARE OF AUDIENCE %	%					27	25 *		29 *	19	17 *		19 *		20 *		20 *
	AVG. AUD. BY ¼ HR.	%					11.8	13.2	15.7	15.7	10.0	10.3	11.2	11.2	11.6	11.7	11.1	11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,240 27.3											
	ABC TV													ABC MONDAY NIGHT MOVIE ELVIS (R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,190 13.1	8.9*		11.0*		12.6*		14.3*		16.4*		15.7*
	SHARE OF AUDIENCE %	%					25	19 *		22 *		24 *		26 *		29 *		29 *
	AVG. AUD. BY ¼ HR.	%					8.6	9.1	10.5	11.5	12.4	12.7	14.0	14.6	16.3	16.5	15.6	15.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,760 16.4		11,200 14.4		18,830 24.2		17,580 22.6		18,590 23.9			
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		CBS REPORTS-MON. DEFENSE OF AMERICA: THE NUCLEAR BATTLEFIELD			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,350 13.3		9,650 12.4		16,030 20.6		15,640 20.1		13,070 16.8	16.8*		16.9*
	SHARE OF AUDIENCE %	%					29		25		39		36		30	30 *		31 *
	AVG. AUD. BY ¼ HR.	%					13.1	13.4	12.0	12.8	19.3	21.9	19.7	20.5	17.3	16.2	17.0	16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,080 18.1				17,510 22.5							
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)							NBC MONDAY NIGHT MOVIES FLAMINGO ROAD(R)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					9,570 12.3	11.7*		12.8*	9,410 12.1	9.9*		11.3*		13.7*		13.3*
	SHARE OF AUDIENCE %	%					26	25 *		26 *	22	19 *		20 *		24 *		24 *
	AVG. AUD. BY ¼ HR.	%					11.4	12.0	12.7	13.0	10.0	9.8	11.0	11.6	13.7	13.7	13.4	13.2
TV HOUSEHOLDS USING TV		WK. 1	46.3	46.9	47.0	48.5	49.7	51.9	53.8	55.3	57.2	58.5	58.9	59.3	58.5	57.2	55.8	54.4
(See Def. 1)		WK. 2	45.3	45.6	45.0	45.7	45.7	46.3	48.0	49.8	51.3	54.2	55.4	56.5	57.1	56.3	55.4	54.2
U.S. TV Households: 77,800,000																		

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5		14,860 19.1		16,570 21.3		15,250 19.6		16,800 21.6			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)				HART TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4		12,840 16.5		14,700 18.9		13,620 17.5		12,450 16.0		16.0*	16.0*
	SHARE OF AUDIENCE %					32		32		34		29		28		27 *	28 *
	AVG. AUD. BY ¼ HR. %					14.4	16.3	15.7	17.4	18.0	19.7	17.3	17.6	16.0	15.9	16.0	16.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,660 13.7				20,380 26.2							
	CBS TV							PALMERSTOWN (OP)						CBS TUESDAY NIGHT MOVIES THE SURVIVAL OF DANA(R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,170 10.5				12,760 16.4						18.1*	18.1*
	SHARE OF AUDIENCE %					21	10.2*		10.8*	28	13.4*		16.2*		31 *	32 *	32 *
	AVG. AUD. BY ¼ HR. %					10.3	10.0	10.8	10.8	12.6	14.1	16.2	16.2	18.0	18.2	18.3	17.9
E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,810 13.9				12,450 16.0				10,190 13.1			
	NBC TV							LOBO (R)(OP)				HILL STREET BLUES (R)(SUS-OP)				NERO WOLFE (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,240 9.3				8,480 10.9				7,860 10.1		10.3*	10.0*
	SHARE OF AUDIENCE %					19	8.1*		10.5*	19	10.2*		11.6*	10.1	18 *	18 *	18 *
	AVG. AUD. BY ¼ HR. %					8.0	8.3	10.0	11.0	10.0	10.3	11.2	12.0	10.2	10.3	10.0	10.0

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9		13,070 16.8		15,330 19.7		16,180 20.8		19,610 25.2			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)				HART TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)					11,360 14.6		11,670 15.0		13,380 17.2		13,930 17.9		15,480 19.9		20.3*	20.3*
	SHARE OF AUDIENCE %					31		29		31		31		36		35 *	37 *
	AVG. AUD. BY ¼ HR. %					13.9	15.3	14.7	15.2	16.2	18.2	17.2	18.7	19.3	19.9	20.3	20.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,340 21.0								15,170 19.5			
	CBS TV									LOVEY: CIRCLE-CHILDREN P2 (R)(OP)						CBS REPORTS-TUE. DEFENSE OF AMERICA: CALL TO ARMS	
	AVERAGE AUDIENCE (Households (000) & %)					8,950 11.5								10,890 14.0		13.2*	13.2*
	SHARE OF AUDIENCE %					22	9.7*		10.4*		12.2*		13.7*	25	14.7*	24 *	24 *
	AVG. AUD. BY ¼ HR. %					9.6	20 *	10.3	20 *	12.2	12.2	13.1	14.2	14.8	14.6	13.6	12.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,670 15.0				14,320 18.4				14,320 18.4			
	NBC TV							LOBO (R)(OP)				OPRYLAND NIGHT OF STARS (OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					9,100 11.7				10,580 13.6				10,430 13.4		13.9*	13.9*
	SHARE OF AUDIENCE %					24	11.1*		12.3*	24	12.9*		14.3*	24	13.0*	26 *	26 *
	AVG. AUD. BY ¼ HR. %					11.0	11.3	12.2	12.4	12.5	13.4	14.5	14.2	12.8	13.1	13.6	14.2
TV HOUSEHOLDS USING TV		WK. 1	47.0	47.5	47.3	48.3	47.5	48.7	50.0	52.6	54.4	57.5	59.5	60.3	58.4	58.5	57.5
(See Def. 1)		WK. 2	45.3	46.6	46.2	47.4	46.4	48.6	50.4	51.9	54.3	56.2	57.2	59.0	56.7	55.8	55.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9				11,670 15.0				13,230 17.0			
	ABC TV					CHARLIE'S ANGELS				AMERICAN DREAM (OP)				VEGA\$			
	AVERAGE AUDIENCE (Households (000) & %)					9,260 11.9	11.2*		12.6*	8,090 10.4	10.1*		10.7*	10,430 13.4	12.7*		14.1*
	SHARE OF AUDIENCE %					25	24 *		25 *	18	18 *		18 *	24	22 *		25 *
WEEK 1	AVG. AUD. BY ¼ HR.					10.8	11.5	12.1	13.1	10.0	10.1	10.6	10.7	12.1	13.3	14.2	14.0
	TOTAL AUDIENCE (Households (000) & %)					10,190 13.1				19,290 24.8							
	CBS TV					WHITE SHADOW (R)(OP)				CBS WEDNESDAY NIGHT MOVIE UPTOWN SATURDAY NIGHT(R)							
	AVERAGE AUDIENCE (Households (000) & %)					6,610 8.5	8.0*		9.0*	11,440 14.7	12.9*		14.4*		16.1*		15.2*
WEEK 1	SHARE OF AUDIENCE %					18	17 *		18 *	26	24 *		25 *		28 *		27 *
	AVG. AUD. BY ¼ HR.					7.9	8.2	8.7	9.3	12.6	13.2	14.1	14.6	16.4	15.8	15.2	15.2
	TOTAL AUDIENCE (Households (000) & %)					16,570 21.3				17,350 22.3		16,880 21.7		16,650 21.4			
	NBC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(OP)		QUINCY, M.E. (R)			
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)					11,830 15.2	14.6*		15.8*	14,240 18.3		14,940 19.2		12,840 16.5	16.6*		16.4*
	SHARE OF AUDIENCE %					31	32 *		31 *	33		33		29	29 *		29 *
	AVG. AUD. BY ¼ HR.					13.8	15.5	15.6	15.9	17.2	19.5	19.1	19.2	16.7	16.5	16.5	16.4
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,050 14.2				17,270 22.2						
ABC TV						CHARLIE'S ANGELS (OP)				ABC SUMMER MOVIE TELEFON(R)							
AVERAGE AUDIENCE (Households (000) & %)						8,090 10.4	9.9*		11.0*	9,570 12.3	10.4*		11.4*		13.0*		14.2*
SHARE OF AUDIENCE %						23	23 *		24 *	23	21 *		21 *		24 *		27 *
WEEK 2	AVG. AUD. BY ¼ HR.					9.5	10.3	11.0	11.0	10.2	10.7	11.2	11.6	12.6	13.4	14.3	14.1
	TOTAL AUDIENCE (Households (000) & %)					14,940 19.2								13,230 17.0			
	CBS TV					CBS WEDNESDAY NIGHT MOVIE SILENT VICTORY: THE KITTY O'NEIL STORY(R)(OP)								CBS REPORTS-WED. DEFENSE OF AMERICA: THE WAR MACHINE			
	AVERAGE AUDIENCE (Households (000) & %)					8,250 10.6	8.4*		9.7*		11.3*		12.8*	9,570 12.3	13.2*		11.4*
WEEK 2	SHARE OF AUDIENCE %					22	19 *		21 *		23 *		23 *	23	24 *		22 *
	AVG. AUD. BY ¼ HR.					8.3	8.4	9.2	10.1	11.1	11.6	12.5	13.2	13.7	12.6	11.8	10.9
	TOTAL AUDIENCE (Households (000) & %)					14,700 18.9				16,180 20.8		16,960 21.8		19,990 25.7			
	NBC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)					10,740 13.8	13.1*		14.5*	13,930 17.9		15,170 19.5		15,950 20.5	20.1*		20.8*
	SHARE OF AUDIENCE %					31	30 *		32 *	36		36		38	37 *		40 *
	AVG. AUD. BY ¼ HR.					12.7	13.5	14.0	14.9	16.6	19.1	18.6	20.4	19.8	20.4	20.7	20.9
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	46.0	46.8	46.8	46.6	45.3	47.3	49.3	51.3	53.3	56.1	58.2	58.8	57.1	56.8	56.9
	WK. 2	43.5	44.3	44.7	43.9	42.5	43.9	45.3	46.7	48.1	51.2	53.4	55.8	55.3	53.9	52.8	51.3

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,450 16.0		13,930 17.9		14,080 18.1		13,300 17.1		18,590 23.9			
	ABC TV						WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						9,800 12.6		11,900 15.3		12,290 15.8		12,140 15.6		14,080 18.1		18.3*	17.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 11.8		30 13.4		28 15.7		27 15.9		32 16.0		31* 18.7	31* 17.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,210 15.7				15,640 20.1				13,150 16.9			
	CBS TV								WALTONS (R)(OP)				MAGNUM, P.I. (R)				KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,250 10.6		9.5*		11,900 15.3		14.6*		9,650 12.4		12.1*	12.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 9.2		20* 9.9		27 14.1		26* 15.1		27* 16.2		21* 12.0	22* 13.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,670 15.0				16,730 21.5							
	NBC TV								NBC MAGAZINE (R)(OP)								NBC THURSDAY NIGHT MOVIES THE ADVENTURES OF NELLIE BLY(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)						8,950 11.5		11.1*		10,190 13.1		11.4*		12.2*		14.2*	14.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 10.9		24* 11.2		23 11.0		20* 11.9		21* 12.0		24* 14.0	25* 14.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,130 14.3		12,210 15.7		13,380 17.2		15,330 19.7		18,750 24.1			
	ABC TV						WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						9,340 12.0		10,970 14.1		11,670 15.0		13,460 17.3		13,380 17.2		17.1*	17.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 11.0		29 13.0		30 14.3		32 16.2		33 17.3		32* 16.8	34* 17.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,060 15.5				13,690 17.6				13,930 17.9			
	CBS TV								AMERICAN JR. MISS PAGEANT (OP)						KNOTS LANDING (R)			CBS REPORTS-THU. DEFENSE OF AMERICA: THE RUSSIANS
	AVERAGE AUDIENCE (Households (000) & %)						8,560 11.0		10.4*		9,880 12.7		11.7*		8,790 11.3		11.8*	10.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 10.1		24* 10.7		24 11.1		23* 12.3		26* 13.4		21 12.5	21* 10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,970 14.1				16,730 21.5							
	NBC TV								NBC MAGAZINE (R)(OP)								NBC THURSDAY NIGHT MOVIES THE SEVEN PER-CENT SOLUTION(OP)	
	AVERAGE AUDIENCE (Households (000) & %)						7,620 9.8		9.7*		7,940 10.2		9.7*		8.8*		10.4*	11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 9.7		22* 9.7		19 10.4		19* 9.0		16* 8.6		19* 9.9	23* 11.7
TV HOUSEHOLDS USING TV		WK. 1	43.9	44.2	45.2	46.9	46.2	47.7	50.1	53.0	54.9	57.5	58.1	58.7	58.2	58.0	57.4	56.1
(See Def. 1)		WK. 2	41.4	43.0	41.9	42.5	42.4	45.3	47.2	49.6	50.1	50.9	52.3	54.8	54.7	53.4	51.8	50.8
U.S. TV Households: 77,800,000																		

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,190 13.1		10,190 13.1		22,020 28.3							
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)				WBC HEAVYWGHT CHAMPIONSHIP				(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,790 11.3		9,490 12.2		14,470 18.6							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					25 11.0		26 11.5		35 15.8		16.8* 33 *		20.4* 38 *		18.5* 34 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,230 17.0				16,490 21.2				17,190 22.1			
	CBS TV							INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,340 12.0				13,070 16.8				13,230 17.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					26 10.3		24* 10.8		32 15.4		16.1* 32 *		17.5* 32 *		16.0* 30 *	18.0* 35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,500 13.5		8,870 11.4		14,320 18.4							
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)				NBC FRIDAY NIGHT MOVIE COTTON CANDY(R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{					9,020 11.6		7,390 9.5		7,860 10.1							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					26 11.6		20 11.7		19 7.9		7.9* 16 *		8.9* 16 *		11.1* 21 *	12.3* 24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,650 12.4		10,500 13.5		16,800 21.6							
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)				ABC FRIDAY NIGHT MOVIE MURDER CAN HURT YOU(R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					8,480 10.9		9,650 12.4		9,020 11.6							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					26 10.2		28 11.6		24 10.8		10.6* 22 *		10.5* 21 *		12.6* 26 *	12.7* 27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,580 13.6				17,580 22.6				16,180 20.8			
	CBS TV							INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					7,620 9.8				13,620 17.5				12,760 16.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					23 7.9		8.4* 8.8		36 15.3		16.2* 34 *		18.7* 37 *		16.1* 33 *	16.7* 35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,270 13.2		7,940 10.2		10,110 13.0				9,100 11.7			
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)				TONY RANDALL ROYAL-CIRCUS (SUS-OP)			NBC NEWS REPORT THE CHANGING WEST- REFLECTIONS ON THE STILLWATER		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,100 11.7		7,160 9.2		7,620 9.8				6,850 8.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					28 11.5		21 11.8		20 9.3		9.6* 20 *		10.1* 20 *		9.3* 19 *	8.3* 18 *
TV HOUSEHOLDS USING TV			WK. 1	43.9	44.6	43.1	44.0	44.3	45.5	46.1	48.0	49.6	51.5	53.4	55.0	54.3	53.7	52.3
(See Def. 1)			WK. 2	38.4	39.1	39.7	40.8	41.2	43.5	43.8	44.6	46.8	47.7	49.4	50.9	48.6	47.9	47.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,980 15.4				15,950 20.5				16,490 21.2			
	ABC TV						EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,700 9.9	8.8*		11.0*	12,760 16.4	15.6*		17.2*	12,450 16.0	15.2*		16.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					22 8.5	20 * 9.0	10.2	24 * 11.7	34 15.0	33 * 16.3	17.1	35 * 17.3	33 15.2	32 * 15.3	16.4	34 * 17.3
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					9,570 12.3		17,580 22.6									
	CBS TV						LIKE MAGIC				CBS SAT. NIGHT MOVIE THE GREEK TYCOON(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					8,010 10.3		8,560 11.0	8.4*		11.2*		10.9*		12.1*		12.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					24 10.6	23 10.1	23 8.1	19 * 8.7	23 * 11.0	22 * 11.4	22 * 11.2	22 * 10.7	25 * 12.1	25 * 12.0	26 * 12.6	26 * 12.7
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					14,320 18.4				11,200 14.4				9,340 12.0			
	NBC TV						BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(SUS-OP)				WALKING TALL (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,270 13.2	12.2*		14.2*	8,170 10.5	10.2*		10.8*	7,550 9.7	9.0*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					30 11.8	28 * 12.7	31 * 14.2	21 * 14.1	22 9.9	21 * 10.4	22 * 10.9	20 10.8	20 8.8	19 * 9.2	21 * 10.1	21 * 10.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					10,270 13.2				16,880 21.7				17,270 22.2			
	ABC TV						EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,390 9.5	8.9*		10.1*	13,070 16.8	15.8*		17.7*	13,300 17.1	16.9*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					22 8.5	21 * 9.4	23 * 9.5	23 * 10.8	36 14.9	34 * 16.7	37 * 17.5	37 * 17.9	37 16.5	36 * 17.2	38 * 17.0	38 * 17.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,060 15.5				17,430 22.4							
	CBS TV						ENOS (R)(OP)				CBS SAT. NIGHT MOVIE THE BIG SLEEP(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					8,320 10.7	10.1*		11.4*	10,580 13.6	12.7*		13.0*		14.2*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					25 9.9	24 * 10.4	26 * 10.7	26 * 12.1	29 12.5	28 * 12.9	27 * 13.1	27 * 12.9	30 * 14.1	30 * 14.3	31 * 14.5	31 * 14.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					11,440 14.7				9,340 12.0				9,410 12.1			
	NBC TV						BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(OP)				GAMES PEOPLE PLAY (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,320 10.7	10.7*		10.8*	6,770 8.7	8.2*		9.2*	6,300 8.1	8.1*		8.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					25 10.9	25 * 10.5	25 * 10.9	25 * 10.6	19 8.0	18 * 8.4	19 * 9.1	19 * 9.3	17 7.9	17 * 8.3	18 * 8.5	18 * 7.9
TV HOUSEHOLDS USING TV			WK. 1	39.5	41.3	43.3	43.6	43.0	43.9	44.9	45.9	47.0	48.5	48.5	49.3	48.1	47.9	48.8
(See Def. 1)			WK. 2	40.0	40.6	41.1	41.4	41.9	42.5	42.9	44.4	45.4	46.8	47.4	47.4	46.5	46.9	46.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,510 5.8														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,510 5.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 5.8														
1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
1	TOTAL AUDIENCE (Households (000) & %)	{			11,200 14.4												
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			7,000 9.0												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			29 9.7	9.6*		9.0*									

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,290 6.8														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,980 6.4														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 6.4														
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
2	TOTAL AUDIENCE (Households (000) & %)	{			11,670 15.0												
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			6,690 8.6												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			28 9.4	9.5*		8.5*									

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,510 14.8								17,740 22.8							
	ABC TV		ROOTS: NEXT GENERATIONS (R)(OP)										ABC SUNDAY NIGHT MOVIE SHADOW OF THE HARK (9:00-10:52PM)(SUS-OP) (SUS-TAINING 10:52-10:56PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,150 7.9	6.7*		7.1*		8.4*		9.4*	10,810 13.9	11.7*		13.2*		15.1*		16.0*
	SHARE OF AUDIENCE %	{	16	15 *		15 *		17 *		18 *	25	21 *		23 *		27 *		30 *
	AVG. AUD. BY ¼ HR. %	{	6.7	6.7	7.1	7.2	8.3	8.5	9.1	9.7	11.4	12.0	13.2	13.1	14.6	15.7	16.2	15.6
	TOTAL AUDIENCE (Households (000) & %)	{	19,290 24.8				13,620 17.5		13,300 17.1		16,490 21.2		17,350 22.3		17,660 22.7			
	CBS TV		60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		CBS REPORTS THE DEFENSE OF THE UNITED STATES			
	AVERAGE AUDIENCE (Households (000) & %)	{	14,940 19.2	18.6*		19.7*	11,830 15.2		11,900 15.3		14,080 18.1		15,020 19.3		12,600 16.2	16.7*		15.7*
	SHARE OF AUDIENCE %	{	41	42 *		41 *	31		29		33		34		30	30 *		29 *
	AVG. AUD. BY ¼ HR. %	{	18.2	19.1	19.6	19.8	15.0	15.5	15.0	15.7	17.1	19.1	18.3	20.3	16.9	16.5	15.8	15.6
	TOTAL AUDIENCE (Households (000) & %)	{	12,990 16.7				16,420 21.1				21,940 28.2							
	NBC TV		DISNEY'S WONDERFUL WORLD THE WILD COUNTRY, PART 2(R)				CHIPS (R)(OP)				BIG EVENT AUDREY ROSE(R)(OP) (9:00-11:20PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,960 12.8	12.1*		13.5*	12,600 16.2				11,980 15.4	14.0*		14.4*		14.9*		16.6*
	SHARE OF AUDIENCE %	{	28	27 *		28 *	32		31 *		28	26 *		25 *		27 *		31 *
	AVG. AUD. BY ¼ HR. %	{	11.8	12.4	13.3	13.6	14.1	15.7	17.2	17.8	14.2	13.8	14.4	14.4	14.8	14.9	15.8	17.4

W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,900 15.3								24,120 31.0							
	ABC TV		ROOTS: NEXT GENERATIONS (R)(OP)										ABC SUNDAY NIGHT MOVIE BITE THE BULLET(R) (9:00-11:45PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 7.4	6.3*		6.6*		7.6*		9.0*	12,060 15.5	14.8*		15.8*		16.0*		16.2*
	SHARE OF AUDIENCE %	{	16	15 *		15 *		16 *		18 *	30	28 *		28 *		29 *		30 *
	AVG. AUD. BY ¼ HR. %	{	6.5	6.1	6.5	6.8	7.5	7.7	8.6	9.3	14.3	15.3	15.8	15.8	15.9	16.0	16.2	16.2
	TOTAL AUDIENCE (Households (000) & %)	{	18,670 24.0				14,860 19.1		12,530 16.1		15,400 19.8		16,730 21.5		17,510 22.5			
	CBS TV		60 MINUTES (R)				CRONKITE'S UNIVERSE(B)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	14,160 18.2	17.8*		18.7*	12,680 16.3		10,970 14.1		13,150 16.9		15,090 19.4		13,150 16.9	16.7*		17.1*
	SHARE OF AUDIENCE %	{	41	41 *		42 *	34		28		32		34		31	30 *		32 *
	AVG. AUD. BY ¼ HR. %	{	17.1	18.5	19.2	18.2	16.6	16.1	13.7	14.5	16.0	17.8	18.6	20.2	16.8	16.7	17.2	17.0
	TOTAL AUDIENCE (Households (000) & %)	{	10,810 13.9				14,160 18.2				16,880 21.7							
	NBC TV		DISNEY'S WONDERFUL WORLD NAPOLEON AND SAMANTHA, PART 1(R)				CHIPS (R)(OP)				BIG EVENT LOVING YOU(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	7,550 9.7	9.0*		10.5*	10,970 14.1		12.8*		9,960 12.8	11.4*		12.3*		13.7*		13.6*
	SHARE OF AUDIENCE %	{	22	21 *		23 *	29		27 *		23	21 *		22 *		25 *		25 *
	AVG. AUD. BY ¼ HR. %	{	8.7	9.2	10.1	10.9	12.0	13.7	15.4	15.5	11.0	11.9	12.1	12.5	13.7	13.8	13.5	13.7
TV HOUSEHOLDS USING TV		WK. 1	44.0	45.5	47.4	48.2	47.4	49.8	51.5	53.5	54.1	55.7	56.3	57.4	56.7	55.6	54.4	52.8
(See Def. 1)		WK. 2	42.3	43.6	44.8	44.7	46.3	48.9	49.9	51.7	52.6	54.5	56.1	57.7	56.3	55.4	54.4	53.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,120 5.3																
	ABC TV		ABC WEEKEND REPORT- SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,970 5.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 5.1																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4																
	CBS TV		CBS SUNDAY NEWS- BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 6.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.1																
1	TOTAL AUDIENCE (Households (000) & %)	{					2,960 3.8												
	NBC TV		BIG EVENT AUDREY ROSE(R) (9:00-11:20PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{					1,790 2.3												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					10 2.9												
2	TOTAL AUDIENCE (Households (000) & %)	{																	
	ABC TV		ABC SUNDAY NIGHT MOVIE BITE THE BULLET(R) (9:00-11:45PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{																	
	CBS TV		CBS SUNDAY NEWS- BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	
2	TOTAL AUDIENCE (Households (000) & %)	{																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	49.6	42.1	35.1	30.5	26.9	24.8	21.2	18.6	16.4	14.9	12.5	10.2	8.5	7.0	5.6	4.5
			WK. 2	50.0	45.1	37.6	31.4	27.6	24.2	21.1	19.2	16.7	14.5	12.2	10.3	8.9	7.5	5.9	5.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{			4,280 5.5				4,900 6.3									
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{			3,270 4.2				4,120 5.3									
	SHARE OF AUDIENCE %	{			27				27									
	AVG. AUD. BY ¼ HR.	%			4.0	4.4			5.1	5.5								
E	TOTAL AUDIENCE (Households (000) & %)	{	2,960 3.8				3,030 3.9								5,130 6.6		6,220 8.0	
	CBS TV		MORNING-CHARLES KURALT				CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,870 2.4	2.4*		2.5*	1,950 2.5	2.0*		2.9*					4,360 5.6		5,370 6.9	
	SHARE OF AUDIENCE %	{	17	20 *		16 *	13	11 *		15 *					27		32	
	AVG. AUD. BY ¼ HR.	%	2.3	2.5	2.4	2.5	1.8	2.2	2.8	3.1					5.3	5.9	6.6	7.1
K	TOTAL AUDIENCE (Households (000) & %)	{			4,120 5.3				4,590 5.9						3,030 3.9		3,660 4.7	
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,270 4.2				3,810 4.9						2,490 3.2		2,960 3.8	
	SHARE OF AUDIENCE %	{			27				25						15		18	
	AVG. AUD. BY ¼ HR.	%			4.1	4.2			4.9	4.8					3.1	3.3	3.8	3.8
E	TOTAL AUDIENCE (Households (000) & %)	{			4,430 5.7				4,750 6.1									
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{			3,420 4.4				4,050 5.2									
	SHARE OF AUDIENCE %	{			29				27									
	AVG. AUD. BY ¼ HR.	%			4.3	4.5			5.2	5.2								
E	TOTAL AUDIENCE (Households (000) & %)	{	3,190 4.1				3,030 3.9								5,370 6.9		6,850 8.8	
	CBS TV		MORNING-CHARLES KURALT				CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,950 2.5	2.2*		2.8*	1,950 2.5	2.3*		2.8*					4,590 5.9		5,840 7.5	
	SHARE OF AUDIENCE %	{	19	19 *		19 *	13	13 *		14 *					27		34	
	AVG. AUD. BY ¼ HR.	%	1.9	2.5	2.7	2.9	2.2	2.4	2.7	2.9					5.4	6.4	7.3	7.8
2	TOTAL AUDIENCE (Households (000) & %)	{			3,890 5.0				4,200 5.4						2,880 3.7		3,350 4.3	
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,110 4.0				3,420 4.4						2,410 3.1		2,800 3.6	
	SHARE OF AUDIENCE %	{			27				23						14		16	
	AVG. AUD. BY ¼ HR.	%			3.8	4.1			4.3	4.4					3.0	3.2	3.6	3.6
TV HOUSEHOLDS USING TV WK. 1		WK. 1	8.6	10.6	12.4	13.9	15.4	17.1	18.3	19.1	19.6	20.1	20.4	20.8	20.3	20.9	21.1	21.4
(See Def. 1)		WK. 2	8.3	10.1	11.7	13.0	15.0	16.2	17.3	18.5	19.0	20.2	20.7	21.3	21.2	22.3	22.1	22.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 8-12, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,240 9.3			6,460 8.3		6,460 8.3		9,880 12.7				8,870 11.4				
	ABC TV		LOVE BOAT DAYTIME			FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,210 6.7			5,450 7.0		5,450 7.0		7,390 9.5				6,540 8.4				
	SHARE OF AUDIENCE %		30	6.2*		31*		27		34	9.2*			31	8.2*		32*	
WEEK 2	AVG. AUD. BY ¼ HR. %	%	6.0	6.5	6.9	7.3	6.8	7.3	6.9	7.1	8.9	9.6	9.9	36*	8.1	8.4	8.8	
	TOTAL AUDIENCE (Households (000) & %)	{	5,680 7.3		6,690 8.6			7,940 10.2				7,310 9.4				5,600 7.2		
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			SEARCH FOR TOMORROW					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,670 6.0		5,760 7.4			5,680 7.3	7.1*			5,060 6.5				4,820 6.2		
WEEK 3	SHARE OF AUDIENCE %		28		32			28	28*		24	6.1*			26*	6.2		
	AVG. AUD. BY ¼ HR. %	%	5.7	6.3	7.2	7.6		7.1	7.2	7.4	7.5	6.1	6.1	6.8	7.0	6.1	6.3	
	TOTAL AUDIENCE (Households (000) & %)	{	4,750 6.1		4,280 5.5		2,960 3.8	3,270 4.2		6,070 7.8				5,290 6.8				
	NBC TV		WHEEL OF FORTUNE	WEDDING DAY		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES			ANOTHER WORLD					
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2		3,500 4.5		2,490 3.2	2,800 3.6		4,590 5.9				3,970 5.1				
	SHARE OF AUDIENCE %		24		20		13	14		21	5.5*		6.2*	19	5.0*		5.1*	
	AVG. AUD. BY ¼ HR. %	%	5.1	5.3	4.7	4.3	3.0	3.3	3.7	3.6	5.5	5.7	6.2	6.3	5.1	4.9	5.1	
	WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	8,090 10.4			6,540 8.4		6,610 8.5		9,180 11.8				8,870 11.4			
ABC TV			THREE'S COMPANY DAYTIME			FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)(OP)					
AVERAGE AUDIENCE (Households (000) & %)		{	5,680 7.3			5,450 7.0		5,450 7.0		6,850 8.8				6,690 8.6				
SHARE OF AUDIENCE %			32	6.9*		33*		27		31	8.3*		9.3*	32				
WEEK 6	AVG. AUD. BY ¼ HR. %	%	6.5	7.3	7.6	7.9	6.6	7.4	7.0	7.9	8.8	9.3	9.2	8.4				
	TOTAL AUDIENCE (Households (000) & %)	{	5,600 7.2		6,460 8.3			8,170 10.5				7,160 9.2				5,760 7.4		
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS (SUS-OP)(OP)			SEARCH FOR TOMORROW (MWTHTF)(SUS-OP)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,820 6.2		5,520 7.1			5,840 7.5	7.4*			4,980 6.4				5,130 6.6		
WEEK 7	SHARE OF AUDIENCE %		27		30			28	29*		28*	23	22*		25*	25		
	AVG. AUD. BY ¼ HR. %	%	6.2	6.3	6.9	7.2		7.2	7.6	7.7	7.5	6.1	6.2	6.7	7.0	6.5	6.6	
	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0		3,580 4.6		3,030 3.9	3,270 4.2		5,990 7.7				4,820 6.2				
	NBC TV		WHEEL OF FORTUNE	PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES			ANOTHER WORLD (SUS-OP)(OP)					
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{	3,810 4.9		3,110 4.0		2,490 3.2	2,720 3.5		4,360 5.6				3,660 4.7				
	SHARE OF AUDIENCE %		22		17		13	13		20	5.5*		5.7*	17				
	AVG. AUD. BY ¼ HR. %	%	4.8	5.0	3.9	4.1	3.1	3.3	3.5	3.5	5.5	5.5	5.6	20*	4.9			
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.3	22.2	22.6	23.3	24.4	25.9	25.8	26.4	27.2	27.8	27.0	27.3	26.5	26.9	26.9
		WK. 2	22.7	23.4	23.4	24.3	25.2	26.8	26.5	27.2	27.4	27.8	27.5	27.7	26.8	27.3	27.0	27.4

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 15-19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 8-12, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,970 14.1				4,200 5.4										9,020 11.6	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,790 11.3	11.0*		11.6*	3,810 4.9										7,940 10.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	37 10.6	37 *		37 *	16 5.1										23 10.1	10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,240 9.3				4,280 5.5										9,490 12.2	
	CBS TV		GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,600 7.2	7.2*		7.2*	3,420 4.4										8,250 10.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 7.1	24 *		23 *	15 4.0										24 10.6	10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0														8,480 10.9	
	NBC TV		TEXAS														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.5	4.4*		4.6*											7,240 9.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.5	15 *		15 *											21 9.0	9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,350 13.3				4,200 5.4										8,090 10.4	
	ABC TV		GENERAL HOSPITAL >(SUS-OP)(OP)				EDGE OF NIGHT (PMTHF)(OP)										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,250 10.6				3,730 4.8										7,000 9.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 10.4				17 4.8										21 8.8	9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,850 8.8				3,890 5.0										9,020 11.6	
	CBS TV		GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,370 6.9	6.9*		6.8*	3,190 4.1										7,860 10.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 7.0	24 *		23 *	15 3.8										24 10.2	10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,120 5.3														8,400 10.8	
	NBC TV		TEXAS														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,190 4.1	3.9*		4.1*											7,310 9.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 3.9	14 *		14 *											22 9.3	9.6
TV HOUSEHOLDS USING TV		WK. 1	29.4	30.7	31.2	31.7	30.1	31.4	31.7	33.2	34.4	36.5	37.7	39.5	41.6	43.0	43.3	44.5
(See Def. 1)		WK. 2	28.2	28.9	29.7	29.9	28.0	29.2	28.9	30.2	31.7	33.9	35.8	38.0	40.3	41.5	41.3	42.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 15-19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 13, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,330 3.0		3,890 5.0		5,130 6.6		6,150 7.9		6,460 8.3		5,060 6.5		
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,020 2.6		3,110 4.0		4,360 5.6		5,060 6.5		5,450 7.0		4,430 5.7		
	SHARE OF AUDIENCE %					27		32		33		32		32		25		
WEEK 1	AVG. AUD. BY ¼ HR. %					2.3	2.8	3.7	4.2	5.1	6.0	6.3	6.7	7.2	6.9	5.8	5.6	
	TOTAL AUDIENCE (Households (000) & %)					2,650 3.4		3,030 3.9		4,590 5.9		5,680 7.3		5,290 6.8		5,370 6.9		
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,020 2.6		2,410 3.1		3,580 4.6		4,820 6.2		4,510 5.8		4,510 5.8		
WEEK 1	SHARE OF AUDIENCE %					26		22		27		31		27		26		
	AVG. AUD. BY ¼ HR. %					2.1	3.1	2.8	3.4	4.2	5.0	5.8	6.6	5.7	5.8	5.9	5.8	
	TOTAL AUDIENCE (Households (000) & %)					1,630 2.1		2,260 2.9		2,720 3.5		3,350 4.3		3,660 4.7		4,430 5.7		
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		DAFFY DUCK SHOW (OP)		
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)					1,320 1.7		2,020 2.6		2,330 3.0		2,650 3.4		3,110 4.0		3,580 4.6		
	SHARE OF AUDIENCE %					18		21		19		18		19		21		
	AVG. AUD. BY ¼ HR. %					1.7	1.8	2.4	2.7	2.9	3.2	3.1	3.7	3.9	4.1	4.0	5.2	
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)					2,410 3.1		3,580 4.6		4,750 6.1		5,370 6.9		6,850 8.8		5,760 7.4	
ABC TV						GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)		
AVERAGE AUDIENCE (Households (000) & %)						1,950 2.5		2,960 3.8		3,970 5.1		4,670 6.0		5,520 7.1		4,980 6.4		
SHARE OF AUDIENCE %						27		29		30		30		32		28		
WEEK 2	AVG. AUD. BY ¼ HR. %					2.2	2.8	3.3	4.2	5.1	5.2	5.6	6.3	7.0	7.3	6.4	6.4	
	TOTAL AUDIENCE (Households (000) & %)					2,490 3.2		4,120 5.3		5,520 7.1		6,690 8.6		5,600 7.2		6,460 8.3		
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,870 2.4		3,500 4.5		4,430 5.7		5,370 6.9		4,820 6.2		5,210 6.7		
WEEK 2	SHARE OF AUDIENCE %					22		31		34		35		28		29		
	AVG. AUD. BY ¼ HR. %					2.0	2.7	4.2	4.7	5.4	6.0	6.6	7.1	6.2	6.3	6.7	6.7	
	TOTAL AUDIENCE (Households (000) & %)					1,630 2.1		2,960 3.8		2,490 3.2		3,110 4.0		3,580 4.6		4,590 5.9		
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		DAFFY DUCK SHOW (OP)		
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)					1,480 1.9		2,260 2.9		2,020 2.6		2,720 3.5		3,190 4.1		3,970 5.1		
	SHARE OF AUDIENCE %					20		22		16		18		19		23		
	AVG. AUD. BY ¼ HR. %					1.7	2.1	2.7	3.0	2.4	2.9	3.4	3.6	4.1	4.2	4.8	5.4	
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.1	5.7	5.9	7.1	9.0	10.7	12.8	14.7	15.9	18.4	19.4	21.2	21.5	21.9	21.9
		WK. 2	4.8	5.2	6.6	8.1	10.0	11.4	14.0	15.3	16.1	17.5	19.2	20.3	21.6	22.7	22.8	23.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JUNE 20, 1981

Nielson NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 13, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 6.8		{ 5,290 6.8		{ 5,520 7.1		{ 5,130 6.6									
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PART 1		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8		{ 4,120 5.3		{ 4,590 5.9		{ 3,030 3.9									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 28 5.9	5.7	{ 26 5.4	5.3	{ 25 5.7	6.2	{ 16 3.5	3.5*				4.2* 17 *				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 5,600 7.2		{ 4,980 6.4		{ 5,370 6.9									
	CBS TV	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.1		{ 4,510 5.8		{ 4,200 5.4		{ 4,200 5.4		{ 4,280 5.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 5.1	5.1	{ 25 5.7	5.9	{ 23 5.4	5.4	{ 23 5.4	5.4	{ 23 5.1	5.9						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 4,510 5.8		{ 3,190 4.1		{ 3,270 4.2									
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,500 4.5		{ 2,800 3.6		{ 2,570 3.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 23 5.2	5.2	{ 20 4.5	4.6	{ 15 3.5	3.7	{ 13 3.4	3.2								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,500 4.5		{ 2,800 3.6		{ 2,570 3.3									
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,500 4.5		{ 2,800 3.6		{ 2,570 3.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 23 5.2	5.2	{ 20 4.5	4.6	{ 15 3.5	3.7	{ 13 3.4	3.2								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,820 6.2		{ 4,430 5.7		{ 4,430 5.7		{ 4,750 6.1		{ 4,750 6.1		{ 4,750 6.1		{ 12,530 16.1		{ 12,530 16.1		{ 12,530 16.1	
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PART 2		AMERICAN BANDSTAND '81						U.S. OPEN GOLF-SAT. (2:30-5:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.0		{ 3,810 4.9		{ 3,500 4.5		{ 2,960 3.8		{ 3,300 4.3		{ 4,280 5.5		{ 4,280 5.5		{ 4,280 5.5		{ 4,280 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 5.0		{ 22 4.9		{ 19 4.4		{ 16 3.2		{ 14 * 3.4		{ 17 * 4.2		{ 17 * 4.2		{ 17 * 4.2		{ 19 * 4.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,990 7.7		{ 5,910 7.6		{ 5,290 6.8		{ 5,130 6.6		{ 5,840 7.5		{ 4,980 6.4		{ 4,980 6.4		{ 4,980 6.4		{ 4,980 6.4	
	CBS TV	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 6.3		{ 4,980 6.4		{ 4,510 5.8		{ 4,280 5.5		{ 4,590 5.9		{ 4,280 5.5		{ 4,280 5.5		{ 4,280 5.5		{ 4,280 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 27 6.3		{ 27 6.4		{ 25 5.6		{ 24 5.4		{ 23 5.7		{ 22 6.2		{ 22 5.7		{ 22 5.7		{ 22 5.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 6.4		{ 5,290 6.8		{ 3,810 4.9		{ 3,890 5.0		{ 4,280 5.5		{ 4,280 5.5		{ 3,660 4.7		{ 8,640 11.1		{ 8,640 11.1	
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						NBC SPORTS-SUMMER SEASON		NBC SPORTS PRESENTS (2:30-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,280 5.5		{ 4,430 5.7		{ 3,110 4.0		{ 3,350 4.3		{ 4,280 5.5		{ 4,280 5.5		{ 2,720 3.5		{ 3,110 4.0		{ 3,110 4.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 5.4		{ 25 5.4		{ 17 4.1		{ 18 4.1		{ 23 4.5		{ 22 4.5		{ 14 3.6		{ 15 3.4		{ 15 3.5	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.8	22.6	22.7	23.1	23.2	23.7	24.2	23.6	23.2	24.4	24.1	23.2	22.6	23.3	23.9	24.7	24.8
		WK. 2	23.0	23.2	23.1	23.8	23.6	23.1	22.9	23.8	25.2	25.7	25.0	25.1	24.9	24.6	24.7	24.7	24.8

U.S. TV Households: 77,800,000
(1) CONFRONT-BABL STRIKES OUT, NBC, (2:45-5:00PM)(S)

For explanation of symbols, See page A.

DAY SAT. JUNE 20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 13, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			8,250 10.6						11,200 14.4							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			4,750 6.1						5,520 7.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			23 4.8	4.9* 5.0		5.9* 6.3		7.4* 7.5	23 7.1	6.9* 6.8		6.7* 6.9		8.2	7.6* 6.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					5,450 7.0				8,480 10.9							8,090 10.4
	CBS TV																CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)					2,880 3.7	3.9* 15 *		3.6* 14 *	5,370 6.9	5.9* 21 *		8.0* 26 *				6,690 8.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 4.2	3.5 3.5	3.4	3.7	5.0	6.7	7.8	8.1				8.6 8.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)									4,120 5.3							6,690 8.6
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)									2,410 3.1	2.9* 11 *		3.2* 11 *				5,910 7.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.2	3.2* 13 *	3.6	3.8* 16 *	4.5	4.6* 18 *	5.2	5.0* 19 *	2.9	2.9	3.2	3.3				7.4 7.8

W E E K 4	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.3	5.3* 22 *	5.5	5.6* 22 *	5.8	5.9* 21 *	5.9	6.0* 21 *	6.5	6.6* 22 *	7.0	7.3* 22 *	7.9	7.7* 22 *	7.6	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)									8,480 10.9							7,310 9.4
	CBS TV																CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)									4,980 6.4	5.3* 22		6.8* 24 *	7.2* 22 *			6,070 7.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									5.2	5.5	6.6	6.9	7.1	7.3		7.6 8.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																7,310 9.4
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)																6,150 7.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.0	3.8* 16 *	3.7	4.1* 16 *	4.5	4.5* 16 *	4.0	3.6* 13 *								7.7 8.0
TV HOUSEHOLDS USING TV		WK. 1	24.6	24.2	24.0	25.0	26.0	26.5	27.6	28.2	27.3	28.8	30.8	31.5	33.5	36.0	37.1
(See Def. 1)		WK. 2	24.5	24.9	25.2	25.4	26.7	27.4	27.6	28.6	28.5	29.9	32.0	34.6	35.7	38.0	38.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JUNE 20, 1981

U.S. TV Households: 77,800,000

DAY SUN. JUNE 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 14, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.6		2,020 2.6			3,420 4.4										
	ABC TV		KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 3.1		1,560 2.0			2,880 3.7										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	15 3.2	3.1	9 2.1	2.0	16 3.7	3.7										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			3,580 4.6									7,700 9.9				
	CBS TV				FACE THE NATION									CBS SPORTS SUNDAY (2:00-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{			2,880 3.7									3,970 5.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%			17 3.8	3.5								18 4.1	4.4* 16 *		5.7* 20 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{						3,350 4.3									8,400 10.8	
	NBC TV							MEET THE PRESS									LADIES PGA CHAMP-SUN (2:30-4:33PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{						2,800 3.6									3,660 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%						15 3.5	3.6								16 4.0	3.7* 3.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	2,330 3.0		1,630 2.1			2,960 3.8									14,630 18.8	
	ABC TV		KIDS ARE PEOPLE TOO II (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)								U.S. OPEN GOLF-SUN. (2:30-5:39PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,020 2.6		1,400 1.8			2,410 3.1									6,920 8.9	6.7* 25 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%	14 2.4	2.8	9 1.9	1.7	15 2.3	2.9									28 6.1	25* 7.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			3,030 3.9													
	CBS TV				FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)	{			2,490 3.2													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%			16 3.1	3.3												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{						3,420 4.4										
	NBC TV							MEET THE PRESS		RELIGIOUS SERIES (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{						2,800 3.6										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%						17 3.4	3.7									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.6	21.8	22.2	22.3	23.2	23.9	24.9	25.8	26.2	27.7	28.5	28.7	28.4	28.9	28.8	29.0
		WK. 2	17.8	18.3	19.4	20.3	20.4	21.6	22.0	22.2	22.1	22.5	23.1	24.3	24.5	25.3	27.1	28.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 14, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)									8,090 10.4							7,000 9.0
	ABC TV									AMERICAN SPORTSMAN							ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)									5,210 6.7							6,070 7.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									19 6.9	6.8* 20 *		6.7* 18 *			7.7	7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,320 10.7											7,160 9.2
	CBS TV					CBS SPORTS SUNDAY (2:00-4:00PM)				WESTCHESTER CLASSIC-SUN.							CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)					3,810 4.9											5,990 7.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 4.8	4.9* 16 *	4.5* 15 *		5.0* 16 *		4.9* 15 *	4.9* 14 *			7.1	8.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							11,830 15.2									6,460 8.3
	NBC TV					LADIES PGA CHAMP-SUN (2:30-4:33PM) (-OP)				SPORTSWORLD (4:33-6:00PM)(OP)							NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)							6,920 8.9									5,840 7.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							26 6.2	7.0* 22 *		8.8* 26 *		10.6* 30 *			7.5	7.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,020 2.6
	ABC TV									U.S. OPEN GOLF-SUN. (2:30-6:39PM) (-OP)							ABC WRLD NEWS-SUN(B) (6:39-7:00PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)																1,790 2.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																2.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							6,220 8.0									6,070 7.8
	CBS TV							CBS SPORTS SUNDAY									CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)							2,880 3.7									5,210 6.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							12 3.2	3.2* 11 *		3.8* 12 *		4.0* 12 *			6.2	7.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,900 6.3				11,440 14.7											5,520 7.1
	NBC TV					TOMORROW'S CHAMPIONS				SPORTSWORLD							NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)	3,190 4.1				5,370 6.9											4,360 5.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 3.3	3.6* 12 *		4.5* 15 *	6.5* 21 *		7.2* 24 *		6.6* 21 *		7.3* 21 *				5.3	5.9
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 29.5	29.5	29.7	30.0	30.9	32.3	32.4	34.4	35.6	36.2	36.9	38.3	39.6	40.4	41.4	42.7
U.S. TV Households: 77,800,000		29.4	30.4	30.6	30.9	31.5	32.1	31.2	30.6	32.4	33.2	34.7	36.8	38.7	39.7	40.2	39.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 21, 1981

OTHER PROGRAMS

[illegible]

				WEEK 1							WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																				
ABC ABC NEWS:NIGHTLINE-FRI(B)-CONT'D																3.1	FRI.			
ABC ABC NEWS:NIGHTLINE-THU(B)				2	12.00-12.15AM	12.00						4,200	5.4	4,120	5.3	18	5.3	THU.		
ABC CHARLIE'S ANGELS-12.00				1	12.00- 1.09AM	12.00	5,600	7.2	3,730	4.8	21	4.7	THU.							
						12.15				4.9*	18*	5.0	THU.							
						12.30						4.8	THU.							
						12.45				4.8*	23*	4.9	THU.							
						1.00					4.6	THU.								
ABC FANTASY ISLAND-12.00				2	12.00- 1.08AM	12.00							4,050	5.2	2,720	3.5	16	3.5	MON.	
						12.15									3.5*	13*	3.6	MON.		
						12.30											3.5	MON.		
						12.45									3.6*	18*	3.7	MON.		
						1.00										3.1	MON.			
ABC FRIDAYS				1	12.00- 1.11AM	12.00	7,080	9.1	4,510	5.8	21	6.5	FRI.							
						12.15				6.4*	21*	6.4	FRI.							
						12.30						5.7	FRI.							
						12.45				5.5*	21*	5.3	FRI.							
						1.00					4.6	FRI.								
ABC LOVE BOAT-12.00				1	12.00- 1.08AM	12.00	4,900	6.3	3,350	4.3	19	4.5	WED.							
				2	12.00- 1.09AM	12.00							5,210	6.7	3,500	4.5	20	4.0	WED.	
						12.15				4.4*	17*	4.2	WED.			4.2*	16*	4.5	WED.	
						12.30						4.3	WED.					4.7	WED.	
						12.45				4.3*	21*	4.3	WED.			4.8*	24*	4.9	WED.	
						1.00						4.0	WED.					4.6	WED.	
ABC TUESDAY MOVIE-WEEK-PART 1					12.00- 1.11AM	12.00	4,120	5.3	2,800	3.6	16	3.6	TUE.	4,590	5.9	3,270	4.2	19	4.6	TUE.
						12.15				3.6*	14*	3.6	TUE.				4.4*	17*	4.3	TUE.
						12.30						3.8	TUE.						4.1	TUE.
						12.45				3.6*	17*	3.5	TUE.				4.1*	20*	4.2	TUE.
						1.00						3.3	TUE.					4.0	TUE.	
ABC ABC NEWS:NIGHTLINE-MON				1	12.24-12.54AM	12.15	4,200	5.4	3,420	4.4	18	5.3	MON.							
						12.30						4.5	MON.							
						12.45						3.9	MON.							
ABC CHARLIE'S ANGELS-12.00				2	12.15- 1.23AM	12.15							4,280	5.5	3,030	3.9	19	4.2	THU.	
						12.30												3.9	THU.	
						12.45										3.9*	19*	4.0	THU.	
						1.00											3.8	THU.		
						1.15										3.7*	22*	3.4	THU.	
ABC FANTASY ISLAND-12.00				1	12.54- 2.02AM	12.45	2,650	3.4	1,870	2.4	14	2.7	MON.							
						1.00						2.4	MON.							
						1.15				2.3*	12*	2.3	MON.							
						1.30						2.4	MON.							
						1.45				2.3*	16*	2.3	MON.							
						2.00						2.0	MON.							
ABC TUESDAY MOVIE-WEEK-PART 2				1	1.11- 1.28AM	1.00	2,720	3.5	2,490	3.2	20	3.4	TUE.							
				2	1.11- 1.26AM	1.00							3,270	4.2	3,270	4.2	25	4.1	TUE.	
						1.15						3.2	TUE.					4.2	TUE.	
CONT'D				1	1.28- 2.12AM	(SUS)														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR. %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR. %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC TUESDAY MOVIE-WEEK-PART 2-CONT'D																			
	2	1.26- 2.13AM	(SUS)																
CBS NEWSBREAK-M-F		>	8.45	8,640	11.1	8,250	10.6	20	11.0	M-F	8,250	10.6	8,250	10.6	22	10.9	M-F		
			9.00													9.4	WED.		
CBS LATE MOVIE I		>	11.30	7,700	9.9	4,980	6.4	22	7.0	M-F	7,390	9.5	4,510	5.8	20	6.6	M-F		
			11.45				6.9*	20*	6.7	M-F				6.4*	19*	6.3	M-F		
			12.00						6.5	M-F						5.8	M-F		
			12.15				6.2*	23*	6.0	M-F				5.5*	21*	5.3	M-F		
			12.30						5.8	M-F						5.1	M-F		
			12.45						5.2	M-F						4.9	M-F		
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	4,120	5.3	3,350	4.3	23	4.5	M-F	4,120	5.3	3,420	4.4	24	4.5	M-F		
			12.45				4.9*	24*	4.5	M-F						4.5	M-F		
			1.00						4.2	M-F						4.3	M-F		
			1.15				4.1*	23*	4.1	M-F				4.3*	25*	4.2	M-F		
		VARIOUS TIMES	(SUS)																
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	8,320	10.7	8,320	10.7	21	10.7	M-F	7,780	10.0	7,780	10.0	21	10.0	M-F		
NBC NBC NEWS UPDATE-2-M-F	1	>	9.30	9,100	11.7	9,100	11.7	20	7.3	MWF	7,390	9.5	7,390	9.5	17	9.5	TU&TH		
	2	>	9.45						13.9	MWF						9.4	M-F		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,800	12.6	6,070	7.8	25	9.3	M-F	9,960	12.8	6,300	8.1	27				
																			</

DAY NETWORK/PROGRAM				WEEK 1				WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			HOUSEHOLDS (000)	SHARE %					
WK #	TIME (N.Y.T.)	QUARTER HOUR														
DAY MONDAY-FRIDAY-CONT'D																
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	6,850	8.8	6,540	8.4	30	8.5	M-F						
	2	1.57- 1.59PM	1.45								6,610	8.5	6,380	8.2	29	8.2
ABC ONE LIFE TO LIVE	2	>	-GRID								8,870	11.4	6,690	8.6	32	8.4
			2.15											8.4*	31*	8.4
			2.30													8.2
			2.45											8.7*	32*	8.8
			3.00													9.0
			3.15											8.9*	32*	8.9
ABC REAGAN PRESS CONF.-ABC(SUS)	2	2.00- 2.40PM	2.00													
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F						
ABC GENERAL HOSPITAL	2	>	-GRID								10,350	13.3	8,250	10.6	36	10.9
			3.15											10.6*	37*	10.7
			3.30													10.7
			3.45											10.7*	36*	10.7
			4.00													10.3
			4.15											10.1*	34*	9.9
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F						
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F						
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F						

CBS NEWSBREAK-11.57	11.57-11.59AM	11.45	5,370	6.9	5,130	6.6	29	6.6	M-F	5,290	6.8	5,060	6.5	27	6.5	M-F	
CBS AS THE WORLD TURNS	2	>	-GRID							7,160	9.2	4,980	6.4	23	6.4	M-F	
			2.30												6.5	TUE.	
			2.45										6.5*	24*	6.5	TUE.	
CBS REAGAN PRESS CONF.-CBS(SUS)	2	2.00- 2.38PM	2.00														
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,750	6.1	4,510	5.8	18	5.8	M-F	4,360	5.6	4,200	5.4	18	5.4	M-F
NBC ANOTHER WORLD	2	>	-GRID							4,820	6.2	3,660	4.7	17	4.9	M-F	
			2.15										4.9*	18*	4.9	MWTHF	
			2.30												4.6	M-F	
			2.45										4.5*	17*	4.4	M-F	
NBC REAGAN PRESS CONF.-NBC(SUS)	2	2.00- 2.40PM	2.00													TUE.	
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,570	3.3	2,490	3.2	31	3.2		2,490	3.2	2,410	3.1	31	3.1	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	5,600	7.2	5,060	6.5	30	6.5		5,680	7.3	5,290	6.8	30	6.8	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,590	5.9	4,200	5.4	23	5.4		5,130	6.6	4,750	6.1	26	6.1	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,360	5.6	3,660	4.7	23	4.7		4,280	5.5	3,580	4.6	20	4.6	
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,490	3.2	2,260	2.9	27	2.9		2,490	3.2	2,260	2.9	25	2.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,880	3.7	2,720	3.5	24	3.5		3,730	4.8	3,660	4.7	31	4.7	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,360	5.6	4,120	5.3	29	5.3		4,900	6.3	4,820	6.2	35	6.2	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,980	6.4	4,590	5.9	27	5.9		5,450	7.0	5,060	6.5	29	6.5	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,670	6.0	4,280	5.5	24	5.5		5,210	6.7	4,750	6.1	26	6.1	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,360	5.6	3,970	5.1	23	5.1		5,060	6.5	4,670	6.0	26	6.0	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR. %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR. %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-11:56AM		11.56-11.59AM	11.45	4,980	6.4	4,510	5.8	25	5.8		5,520	7.1	5,290	6.8	29	6.8	
CBS IN THE NEWS-12:26PM		12.26-12.29PM	12.15	4,200	5.4	3,890	5.0	21	5.0		5,210	6.7	4,750	6.1	26	6.1	
CBS IN THE NEWS-12:56PM		12.56-12.59PM	12.45	4,510	5.8	4,050	5.2	22	5.2		4,360	5.6	4,050	5.2	22	5.2	
CBS IN THE NEWS- 1:26PM		1.26- 1.29PM	1.15	4,670	6.0	4,280	5.5	23	5.5		4,900	6.3	4,590	5.9	23	5.9	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	1,630	2.1	1,630	2.1	20	2.1		1,950	2.5	1,870	2.4	24	2.4	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,410	3.1	2,330	3.0	23	3.0		2,490	3.2	2,410	3.1	22	3.1	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	2,330	3.0	2,180	2.8	17	2.8		2,330	3.0	2,260	2.9	17	2.9	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,110	4.0	2,960	3.8	19	3.8		3,190	4.1	2,880	3.7	18	3.7	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	2,880	3.7	2,800	3.6	17	3.6		3,110	4.0	3,110	4.0	18	4.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,050	5.2	3,970	5.1	22	5.1		4,280	5.5	4,120	5.3	23	5.3	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,970	5.1	3,970	5.1	23	5.1		4,510	5.8	4,360	5.6	24	5.6	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,730	4.8	3,580	4.6	20	4.6		5,370	6.9	5,210	6.7	29	6.7	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,720	3.5	2,570	3.3	13	3.3		2,800	3.6	2,720	3.5	15	3.5	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	+GRID 11.00	2,720	3.5	1,870	2.4	12	2.9								
ABC DEAR ALEX & ANNIE-11:26AM		11.26-11.29AM	11.15	2,260	2.9	2,100	2.7	12	2.7		2,410	3.1	2,180	2.8	15	2.8	
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	2,020	2.6	1,710	2.2	10	2.2		1,320	1.7	1,240	1.6	8	1.6	
ABC U.S. OPEN GOLF-SUN.(S)	2	2.30- 6.39PM	+GRID 6.30								14,630	18.8	6,920	8.9	28	10.2	
CBS IN THE NEWS-8:26AM-SUN(SUS)	2	8.26- 8.29AM	8.15														
CBS IN THE NEWS-8:26AM-SUN.	1	8.26- 8.29AM	8.15	470	.6	470	.6	7	.6								
CBS IN THE NEWS-8:56AM-SUN(SUS)		8.56- 8.59AM	8.45														
NBC LADIES PGA CHAMP-SUN(S)	1	2.30- 4.33PM	+GRID 4.30	8,400	10.8	3,660	4.7	16	5.7								